

AOT In Action - Issue 268 - June 15, 2009



Canyon de Chelly, Northern Arizona

Message from Director Sherry Henry

Good afternoon,

I have some exciting news to announce today! This afternoon, Governor Jan Brewer and the Arizona Centennial Commission (AZCC) unveiled the official Arizona Centennial logo. This will be used to identify and promote Arizona Centennial events and activities along with the official Centennial Web site, www.Arizona100.org.

With this announcement, the AZCC is set to initiate statewide coordination efforts to plan events and activities for the year-long celebration of Arizona's 100th anniversary of statehood, with events culminating on February 14, 2012. The AZCC works in collaboration with the Arizona Historical Advisory Commission (AHAC) and the Arizona Office of Tourism (AOT).

This type of coordination is going to take careful planning and organization, and I can ensure you that AZCC is planning each step of the way to make certain that every Arizona community who wants to be involved in this historic event has that opportunity.

To help support the celebration efforts AOT is planning to coordinate a Centennial Grant opportunity for communities to supplement their funding to help commemorate the centennial. We will have more information on that program later this summer.

For now, AOT will be working with AZCC to encourage communities throughout Arizona to plan and host Centennial events for both residents and visitors to enjoy!

To find out more about Centennial events and participation opportunities, visit www.Arizona100.org.

Have a great week!

AOT News

Last Chance to Apply for the Governor's Conference on Tourism Scholarship!

The Arizona Office of Tourism is providing registration scholarships for the 2009 Governor's Conference on Tourism. The scholarship will provide tourism professionals, who would otherwise be unable, the opportunity to attend the conference. The deadline for submitting scholarship applications is **Wednesday, June 17, 2009**.

[Scholarship Application](#)

Save the Date: 2009 Arizona Governor's Conference on Tourism July 8-10

Be sure to register for the 2009 [Arizona Governor's Conference on Tourism](#), July 8-10! The event will be held at The Westin Kierland Resort and Spa in Phoenix. The program is a dynamic mix of fresh industry information and resources that can help you plan for another year of marketing Arizona to audiences around the world. Breakout sessions and speakers will teach you how to take tourism marketing and promotion to a new level. With so many exciting opportunities happening nationally, the Arizona Office of Tourism and its association partners are committed to bringing you the most up-to-date tools available for tourism professionals.

For more information and to register for the event, please visit www.aztourismconference.com.

Don't Forget to Keep Posting Your Summer Travel Deals

AOT, in partnership with the Arizona Hotel & Lodging Association and statewide industry partners, will be launching our new summer campaign on May 12. The campaign will showcase the amazing summer travel deals found throughout Arizona. If you want your travel deal promoted, this is your chance! Upload your travel deals and packages to the [Travel Deals](#) section of www.azot.gov. There is no charge to list a package on the [Travel Deals](#) section.

However, we understand that some people have experienced technical difficulties with loading travel deals to AZOT.gov.

If you are experiencing issues with uploading your travel deals or have any questions about the process, please contact Marjorie Magnusson at 602-364-3695 or via e-mail at mmagnusson@azot.gov OR Elysia Labita at 602-364-3705 or via e-mail at elabita@azot.gov.

Upcoming Events & Deadlines

[Centennial Press Conference](#)

Date: June 15

Location: Arizona Capitol Museum, Historic Senate Chambers, Phoenix

[Governor's Tourism Conference Scholarship Applications](#)

Date: June 17

Location: The Arizona Office of Tourism

[Arizona Governor's Conference on Tourism](#)

Date: July 8 - 10

Location: The Westin Kierland Resort and Spa, Phoenix

Industry News

International Visits Down 20% in March

The Commerce Department says 3.8 million international visitors traveled to the U.S. in March, a decrease of 20 percent compared to March 2008. >> [Read Full Article](#)

World Airlines Seen Losing \$9 Billion in 2009

The world's airlines will collectively lose \$9 billion this year-nearly double the previous projections-and face a slow recovery as the economic crisis saps air travel and cargo demand, an industry group warned today. >> [Read Full Article](#)

Meeting Biz Facing Tough Times Ahead

Meeting planners this year and next are facing meetings cancellations, budget cuts, sloping attendance and a negative net impact on destinations and hotel costs, according to a survey of 516 meeting planners released Monday by Ypartnership in conjunction with the Professional Convention Management Association and American Express. >> [Read Full Article](#)

Senate Set to Act on Travel Promotion Act

The U.S. Senate is expected to debate and vote on passage of the Travel Promotion Act this week, as early as today, according to the U.S. Travel Association, which issued a call to action to meetings industry stakeholders, asking them to contact their senators in support of the legislation. >> [Read Full Article](#)

FED Report Sees Brighter Outlook

Although the nation's economy contracted again in April and May, the pace of decline slowed in several areas, and the housing market showed some signs of life, the Federal Reserve said Wednesday in a mixed report. >> [Read Full Article](#)

WHO Declares Swine Flu Pandemic; Travel Restrictions

The World Health Organization said Thursday that the outbreak of the H1N1 swine flu virus has reached its highest pandemic level but said it was not recommending travel restrictions or border closures. >> [Read Full Article](#)

U.S. Travel Association Mobilizes Industry on Meeting Rules

The U.S. Travel Association is mobilizing the industry to comment on U.S. Treasury Department rules just issued for companies that have received taxpayer assistance. >> [Read Full Article](#)

U.S. Travel Lauds Bill to Improve Visitor Processing

The U.S. Travel Association praised the House for passage of legislation that will help welcome more international travelers to the United States. >> [Read Full Article](#)

PKF Sees Turning Point in U.S. Lodging

PKF Hospitality says hotel revenue per available room will reach its cyclical low point in the third quarter of 2009. This will bring to a close the escalating trend of declines in RevPAR that began in the third quarter of 2008, according to Smith Travel Research. >> [Read Full Article](#)

VISA Issues Report on U.S. Tourism Spending

Despite a challenging environment, spending by visitors to the U.S. increased to \$52 billion in 2008, up \$7 billion from 2007, as measured by spending on Visa-branded payment cards by international visitors. >> [Read Full Article](#)

Survey: Leisure Travel Plans Down, Spending Down, but Vacationing Still Important

The [LoyaltyMatch](#) blog reports that a Harris Poll of 2,401 U.S. adults surveyed online between April 13 and 21, shows that 35% of Americans are not planning on taking any leisure trips this summer. >> [Read Full Article](#)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting events, festivals and activities held throughout the Grand Canyon State!

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